

ORDER



Orders
Order / Rev: 170760
Alt Order #: 08421466
Product Desc: WA JUDICIAL INTEGRIT
Estimate: 4910
Flight Dates: 10/20/16 - 11/09/16
Original Date / Rev: 10/19/16 / 10/21/16
Order Type: GENERAL

KXLY

Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 46015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Washington Judicial Integrity PAC
Demographic: A35-64
Product Codes: PL Issue
Priority: P-3
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/26/16	4	\$1,090.00	\$926.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	4	\$1,090.00	\$926.50	0.00
Totals	4	\$1,090.00	\$926.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXLY	15%	\$1,090.00
Market	100%	\$7,266.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$290.67
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	42%	\$3,052.00
KREM	39%	\$2,834.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KXLY	10/20/16	11/09/16	630-7p M-F	CM	630-7p	MTWTF--	:30	2	\$310.00	P-1	0.00	NM	1	\$310.00
M-F News @630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/16	10/26/16	MTWTF--			1			\$310.00		0.00			
Week:		10/27/16	11/02/16	-----			0			\$310.00		0.00			

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E 5	KXLY	10/20/16	11/09/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	2	\$310.00	P-1	0.00 NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		11/03/16	11/09/16	-----	0		\$310.00	0.00						
E 6	KXLY	10/20/16	11/09/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	5	\$320.00	P-1	0.00 NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/20/16	10/26/16	MTWTF--	2		\$320.00	0.00						
Week:		10/27/16	11/02/16	-----	0		\$320.00	0.00						
Week:		11/03/16	11/09/16	-----	0		\$320.00	0.00						
E 7	KXLY	10/22/16	11/05/16	News 4 News4	CM	3-6p (4:30 PM-5:00 PM)	-----1-	:30	1	\$140.00	P-1	0.00 NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/17/16	10/23/16	-----1-	1		\$140.00	0.00						
Week:		10/24/16	10/30/16	-----	0		\$140.00	0.00						
Week:		10/31/16	11/06/16	-----	0		\$140.00	0.00						
Totals													4	\$1,090.00